

UP AND DOWN WITH THE
The Avenue Editor

● ● First story in the Jan. 2 issue of the weekly magazine of Carl Goerch, *The State*, is entitled "Scene of The Nativity" with the following sub-head: "And many thousands visit Roanoke Rapids annually to see graphic portrayal of the scene in connection with the birth of Christ". The story is by Rosa Crocker Carter. At the top is a picture of the Christmas scene A. Meikle erects each Christmas adjacent to his home in Roanoke Rapids. The story tells how he and his assistant, Francis Starke, have been building and adding to the scene for several years until now each Christmas finds the nearby world beating a path to the Meikle home. A description of the scene is given in detail and so next year, many thousands more will come to Roanoke Rapids to gaze at this handiwork. There will be those who make it an annual pilgrimage. Thanks to the State-wide publicity of *The State*, it will include many who come for the first time, they, in turn, to be numbered among those who come again and again.

● ● Discovered among notes of 1936 was the following change of times in the arrival of trains on the Seaboard in Roanoke Rapids. We trust no further changes have been made in 1937 to date.
No. 13 South Bound Train arrive at 12:41 PM
No. 14 North Bound Train arrive at 3:57 PM
No. 17 South Bound Train arrive at 6:56 PM
No. 18 North Bound Train arrive at 8:44 AM
No. 15 South Bound Train arrive at 11:22 PM (No Change)
No. 16 North Bound Train arrive at 5:11 AM

● ● Cleaning out our pockets for the new year, ransacking files, digging up notes, we find, included among the usual junk, memos, notes, reminders, tips, a score of odds and ends from which a reporter makes a story. So, if your tip to us failed to appear in print in 1936, you can rest assured it was all because it was put on an envelope which went later in the wastebasket or was one of those items found in some pocket in some discarded pair of pants.

● ● We always like to get tips from our readers on good news stories. Many items of general interest are lost in the "gone forever" because those most interested fail to tip off the news reporter. He, after all, is a gatherer of news, not a maker, and the only way he can gather it in is to have somebody start him on the trail. It may interest those who have fears to know that the source of information is never revealed by a real newsreporter. To give away sources in cases where there is any chance for reverberations would only serve to dry up those sources which are necessary to every reporter.

● ● The safest and surest way to get a news item printed is to write out the facts and mail to *The Roanoke Rapids Herald*. There are certain simple rules which should be followed, such as writing on one side of the paper, typewriting if possible, always spell proper names carefully, watching the vowels so that we can tell whether it is an e, an i, or an a or an o; also give us a chance to decipher when it is a u, m, n or w; never use Mr. unless without the man's initials or first name: write A. B. Jones not Mr. A. B. Jones; (the reason: Sometimes we can't tell whether it is Mr. or Mrs.); when you have more than one guest, the plural is guests; and never use the first person: never write, "we hope a big crowd will attend our program"; write, "It is hoped a large crowd will attend the program." And do not get too flowery in use of adjectives: we assume the party was delightful, the decorations attractive and the food delicious.

● ● The Herald has more reporters than any other newspaper in this section of the State. Last week there appeared the names of more than one thousand local people in the columns of *The Herald*. It takes time and money to gather all this information. And there are bound to be mistakes. Not all of them however, can be charged to the me-

chanical department of *The Herald*. Lots of times we must guess at a name or address because it is so sloppily written.—And remember, if no mention is made of something you know about and think should have been in the paper, do not blame the paper. You are to blame for not tipping us off because we are always anxious to get news of general interest and 90 per cent of the news is that which comes from a tip-off by those nearest to it or most interested.

● ● The only time we will accept blame is when we lose the notes after you have tipped us off or when we fail to follow through and get all the details of an interesting story.

Insurance Supt. Wins Trip for Self and Wife to Tenn.

James R. Foley, Superintendent of Life & Casualty Insurance Co. here, has just been notified by Mr. Walker, vice president of the company, that his 1936 record has won for Mrs. Foley and him a trip to Nashville, Tenn., the first week in February.

While in Nashville Mr. and Mrs. Foley will attend a birthday party given for A. M. Burton, President of the Company.

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NEW SPRING SHOWINGS

Gives you a Comprehensive Idea of the Styles you'll be wearing in '37!

WHY NOT GET THEM

NOW!

It's smart to be FIRST with the latest—at least we think so to the extent that we go to no end of trouble to provide those hundreds of smart dressers who look to our ready-to-wear dept. first with a showing in line with those smart city shops specializing in "Going South in January" fashions.

See them Today!

DRESSES from \$2.98

SUITS from \$9.95



The Wheels of Progress turn Slowly -

but when you see the new, BIGGER LEGGETT'S of which we'll soon hold a formal opening, we believe you'll agree it is worth the trouble we've gone to and the possible inconvenience we have caused you in having our store rather "torn up" for the past few days.

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The Home of Better Values
Leggett's
DEPT. STORE INC.

IN A
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"BUILDING FOR THE FUTURE"